

2011 WorldSkills Australia School / College Retail Competition RET11/4 Judges' Instructions

Welcome to the 2011 WorldSkills Australia School/College Retail Competition.

The competition will run over four **(4) hours** in total. Each competitor will be expected to complete each task in each section.

- Tasks will take the form of written information, role-plays, demonstration or verbal explanation.
- Each competitor will move through a succession of judging areas and the judge will be consistent in each area.

MARKING SUMMARY

The areas to be judged throughout the competition are:

SECTION

1	The Sales Role	10
2	Career Paths	5
3	Selling Skills	40
4	Retail Maths	5
5	Stock Control	5
6	Merchandising	10
7	Customer Service	10
8	Occupational Health & Safety	5
9	Presentation	10
TOTAL		<u>100</u>

Safe Work Method Statement

- Where a competitor is observed working in an unsafe manner, they should be stopped and told the correct practice and not allowed to continue until willing to follow the judge's instructions. Marks should be deducted accordingly.

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COMPETITORS ARE TO COMPLETE THE FOLLOWING TASKS

SECTION 1

The Sales Role: (written exercise)

Identify the role of the sales person:

- a) To approach & acknowledge the customer
- b) To gain & demonstrate product knowledge
- c) To meet needs of customers
- d) To gather information
- e) To overcome objections
- f) To handle complaints professionally
- g) To do housekeeping
- h) To finalise & close the sale and offer add-ons
- i) To represent the company and have a positive impression
- j) To deliver excellent service

(2 marks for each correct response)

Max Marks ____

SECTION 2

Career Paths: (interview)

What do you see as being some of the career options available in the retail industry?

- Traineeships
- Apprenticeships
- Security
- Sales
- Visual merchandising
- Stock control
- Management
- Training
- Human Resources
- Marketing
- Buying
- Advertising
- Administration
- Financial
- Own business

(Identify 5 options for 5 marks)

Max Marks ____

SECTION 3A

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Selling Skills: Approach - (role play)

Demonstrate different methods of approaching a customer (ie; greeting approach, merchandise approach & service approach). Your judge will allocate some of the following role play situations.

1. You have just finished serving a customer when you notice a customer holding and comparing two coffee mugs...
2. A customer walks into your store and appears to be just browsing...
3. A customer walks quickly towards you holding a dress...
4. A lady and her daughter are walking around your store...
5. A man is walking slowly looking at lingerie...
6. You are standing next to a customer who is browsing and another customer is rushing towards you...
7. A man walks toward you holding a colour chart...
8. A young lady walks towards you with one of your shopping bags in her hand...

Max Marks ____

SECTION 3B

Selling Skills: Customer Needs – (role play)

Ascertain customer needs by gathering information

Competitor must demonstrate that he/she is meeting customer needs by:

- Open ended questions
- Closed questions
- Reflective questions

Max Marks ____

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SECTION 3C

Selling Skills: **The Uncertain Customer – (role play)**

Scenario

The customer is definitely interested, but she looks uncertain. You have gathered information, you have identified needs, but you may need to offer an alternative to secure the sale. What would you do next?

Judge may offer you an example.

Max Marks __

SECTION 3D

Selling Skills: **Features & Benefits – (role play)**

Identify three (3) features of the product & convert each of these to a benefit for this customer.

Max Marks __

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SECTION 3E

Selling Skills: Customer Objections – (role play)

Give what you consider to be the best reply given the following circumstances:

1. The customer has shown interest in a piece of furniture. When you tried to close, the customer replied, "I really know what I am looking for, but I don't need it just yet".

2. You have made a closing statement to a customer interested in a refrigerator and you get a reply, "We really do need one with more capacity, so I will have to speak to my husband".

3. In answer to your closing statement, the customer says, "I'm satisfied with what you have had to say about this bed, but I'm not sure it will fit in the room".

4. The customer has tried on a suit and seems satisfied. To your closing statement the customer says, "I wonder if I can get it cheaper elsewhere?"

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SECTION 3F

Selling Skills: Closing the Sale – (written exercise & role play)

The competitor is required to demonstrate the following close of sale procedures:

- Direct close
- Active close
- If close
- Alternative close
- Assumptive close
- Difficulty close

Please complete the following exercise by determining which technique is being used.

Tick where appropriate.

Salesperson	Direct	Active	If	Alternative	Difficulty	Assumptive
1. We can shorten it for you. When would you like to pick it up?						
2. Yes, it certainly does fit well. That will be \$50 please.						
3. If you choose the basic set now, could you add other parts gradually, say on lay-by?						
4. Why don't you eliminate those that you don't want?						
5. I'm afraid these items are selling very fast and I know we cannot obtain further stock at this price.						
6. Would you prefer the blue or green?						
7. Will I wrap it for you?						
8. These items are selling fast. If I could obtain your colour choice would you prefer to have it delivered or to take it with you?						
9. The suit looks terrific on you. How would you prefer to pay?						
10. Do you want small or medium?						

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SECTION 3G

Selling Skills: **Add on Sales – (role play)**

The competitor should offer the customer an add-on which enhances the original sale in an appropriate manner. If the customer says "no thank you" accept their response in a positive manner.

SECTION 4

Retail Maths: **(short maths test)**

Perform the following cash handling.

1. A customer buys a magazine for \$5.00 and a scratchy for \$2.00.
They give you a \$50.00 note.

How much change will you give the customer?

2. You are having a sale and are offering customers a discount of 20% off all stationary.

One customer is purchasing the following:

1 magazine	\$5.95
2 pens	@ \$0.95
4 envelopes	@ \$0.55
1 cook book	\$9.95
4 folders	@ \$3.65
2 erasers	@ \$0.79
3 chocolates	@ \$1.50

What discount will the customer receive in dollars?

List the items the customer will receive the discount on?

How many items are there in total?

If a customer gave you \$40.00 in cash, how much change should you give?

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If the store was offering a discount of 25% what would be the total price the customer would need to pay?

How much discount would this be in dollars?

3. A lady is wanting to purchase 4 jumpers in different colours for \$29.99 each. How much would she need to pay by cash if she wanted to pay \$40.00 by credit card?
4. A customer is interested in buying a fancy computer package for his office. The computer store is offering 12 months interest free and the price of the computer is \$4995.

How much interest would need to be paid if the customer paid off the computer in 14 months if the interest rate was 19%?

How much interest would need to be paid if the customer paid off the entire amount in 10 months?

The store is also offering an easy payment plan which allows you to pay the outstanding amount in 4 installments.

If the customer paid a deposit of \$500.00 what would be the balance owing?

What would be the amount of each installment?

What would be the total amount payable if the store charged an extra 10% on top of the purchase price for offering this service?

5. A newsagency is invoiced for \$56.25. They have made a payment of \$25.00 last month. What is the outstanding amount payable if a 5% late fee is charged?

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6. SECTION 5

Stock Control: (written exercise)

Trace the steps involved in receiving stock.

1. Count every parcel or box and check against delivery docket
2. Unpack items
3. Check stock is in good condition
4. Record any problems with order (eg; missing, damaged goods)
5. Check prices of stock against invoice

SECTION 6A

Merchandising: Floor Plan Drawing

Choose any retail business, small, medium or large (eg; department store or one department only).

Draw a simple floor plan including;

- Point of sale counter
- Store access
- Store entrance
- Exit
- Traffic flow (indicate by arrows)

SECTION 6B

Merchandising: Counter Display – (demonstration)

Using the products available and the principles of visual merchandising set up an eye-catching display at your point of sale counter. Any theme will be acceptable.

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SECTION 7A

Customer Service: (role play)

Explain to your customer all the facilities and services your business offers (eg; toilets, fitting rooms, home delivery, lay-by, charge card, mail order, EFTPOS).

What kind of facilities and services do you offer to your customers?

SECTION 7B

Customer Service: Dealing with Customer Complaint – (role play)

A customer attempts to return an item, which they claim, is faulty. What do you do to ensure you follow company policy and also satisfy your customer?

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SECTION 8

OH&S: (written exercise)

Please complete the following using the jumbled answers below.

_____ employees have a legal responsibility to maintain a healthy and safe workplace.

A _____ is defined as anything with the potential to cause harm.

Housekeeping plays a vital role in safety because it assists in the _____ of accidents.

The three main areas in a store that need to be maintained are the _____ and _____.

Regular cleaning and equipment maintenance, _____ electrical equipment checks, also play an _____ role in safety.

_____ manual handling can minimise the risk of injury from activities such as carrying, lifting, pushing, pulling or moving objects.

A systematic approach to manual handling involves the three main areas of _____ and _____.

All staff must know what type of _____ to use on what type of fire and how to use the extinguisher.

_____ audits are an easy means to identify hazards and maintain a safe working environment. A _____ audit should cover the shop area, store rooms, work practices and emergency procedures.

Employees should be aware of _____ covering their own particular environment and any specific responsibilities related to their job function.

Answers:

all, hazard, prevention, point of sale, selling floor, back dock, regular, important, correct, extinguisher, risk assessment, risk maintenance, risk management, OH&S, safety, regulations.

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QUESTIONS

Circle the four key tasks that assist in maintaining safe standards within a store:

- | | |
|-------------------------------------|------------------------------|
| a) Housekeeping | f) Absenteeism |
| b) Cleaning | g) Equipment maintenance |
| c) Singing | h) Colour coordinating stock |
| d) Climbing fixtures to reach stock | i) Correct manual handling |
| e) Counting cash correctly | j) Wearing yellow |

SECTION 9

Presentation & Communication- (demonstration)

The competitor will be judged in his/her presentation and communication skills demonstrated throughout the entire competition.